

# **UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

## **Enterprise Energy Efficiency (3E)**

**IQC Contract # EPP-I-00-03-00004-00**

**Task Order # 12**

## ***USAID 3E SUCCESS STORY EE FESTIVAL***

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**August 29, 2012**

Implemented by:

Advanced Engineering Associates International, Inc. (AEAI)



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## **Energy Efficiency Festival – The EE Festival brought energy efficiency into every home; Promoting EE through fun activities**

USAID Enterprise Energy Efficiency – 3E project organized the EE Festival in Sarajevo, June 5-10, 2012 to promote and familiarize citizens with the benefits of implementation of EE measures and technology in their homes and offices.

The aim of the six-day Energy Efficiency Festival, which included 14 events, was to raise awareness of energy efficiency and popularize the Festival theme in an indirect way through interesting and inclusive events. The citizens of Sarajevo and BiH had a chance to attend cultural and entertaining events, concerts, street fairs, sport events, art exhibitions and movies that carried the theme of Energy Efficiency, Renewable Energy and Environmental Protection. The EE Festival was a new approach for promoting energy efficiency that included citizens of all ages.



*Mr. Allan Reed, USAID BiH Mission Director, at the Gala Dinner, organized to raise funds for MCEE*

### **The First day**

Mayor of Sarajevo Mr. Alija Behmen expressed his satisfaction at the opening of the EE Festival that the City of Sarajevo was an honorary sponsor of this Festival: “A lot of people do not know what energy efficiency is, simply – it means producing a quality product and service, using the least energy. We are aware that our resources are limited and we need to save them and protect them. The City of Sarajevo opened an energy efficiency office, in which citizens and companies can find information about energy efficiency measures”.



*Dancers and graffiti artists entertaining crowds in front of the Cathedral*

The Energy Efficiency Festival was opened with an art exhibition held in the BiH Art Gallery in Sarajevo. All art objects were made by students from the BiH Art Academies in Banja Luka, Trebinje, Sarajevo and Široki Brijeg, based on an energy efficiency theme.

## The Second day



*Students at the Science Fair, presenting their works on Energy Efficiency and Environment protection.*

The Science Fair for primary and secondary schools was held at Dom Mladih Skenderija on the second day of the Festival. Primary and secondary schools from Sarajevo Canton exhibited their science projects on the themes of energy efficiency, renewable energy and environment protection. On the same day, “The City Dark”, a movie by Ian Cheney, was premiered in the Sarajevo multiplex. “The City Dark” is the multiple award-winning documentary about light pollution, the disappearance of full darkness and the generations that don’t even know what a starry night looks like, all due to too much artificial light in cities.

## The Third day

The third day of the EE Festival started with the “Mini Fair” in front of the BBI, where citizens could visit different educational info stands to get information how to make their homes more energy efficient.

That same day there was a German documentary film that premiered – “The Fourth Revolution – Energy Autonomy” by Carl Fechner. The documentary concerned the vision of a global society that lives in a world where the energy is produced 100% with renewable energies, indicating a complete reconstruction of the economy to reach



*Mini Fair in front of the BBI Centre*

this goal. In addition, an exhibition of photographs on the themes of Energy Efficiency, renewable energy sources and environment protection was opened in the Boris Smoje Gallery at Radićeva street. Thereafter, in the evening of the third day, a Fashion Show was held square in front of the fashionable BBI Centar. Designers and models from the Modiko fashion association participated in the Fashion show. Also, students from the Primary school Mula Mustafa Bašeskija that created attractive outfits from recycled materials and showed them on the runway, left.



*Fashion Show*

Some of the electricity needed for the Fashion show was produced by the energy generated from the stationary bike, with help of a local bicycle club volunteer.



*Producing electricity by stationary bike, Fashion Show in front of the BBI Centre*



## The Fourth day

On the fourth day of the Festival, young graffiti artists and dancers from BiH entertained the crowd with their performance in the square in front of the Cathedral. From 10 am to the late afternoon hours, graffiti artists sprayed panels to illustrate their take on energy efficiency, environment protection and renewable energy sources. The completed graffiti panels will be exhibited in the Multimedia Center for Energy Efficiency, once it is formed. At the MCEE, citizens will be able to be informed about the importance and benefits of energy efficiency measures in their households, as well as introduce them to the newest technological solutions and products on the market. Educational brochures about energy efficiency were distributed to passersby. The same brochures were distributed at the Sarajevo Beer Festival concerts, which was held on the same and the following day.



*Sarajevo Beer Festival Concert*

great Zumba workout, as the party was led by well-known Zumba trainers from the region, led by Elma Višo, the first licensed Zumba instructor in BiH. Another attraction on the same day was the water-polo game between the „Mladost“ and „Torpedo“ clubs, held at the Otoka Olympic pool.

The Energy Efficiency Festival ended with a “Family Day” and concert on Vilsonovo Šetalište on the last day. The citizens had a chance to enjoy interesting entertainment program. The youngest had a special treat as the program included a puppet show, little eco school, drawing school and theatre for kids.



*Zumba workout*



*Family Day at the Vilsonovo šetalište*





*Mr. Damir Mašić, FBiH Minister of Education and Science, at the opening of the EE Festival*

The Honorary Sponsor of the Festival was also the Federation Ministry of Education and Science. Mr. Damir Mašić, the FBiH Minister of Education and Science, stated: „Development of renewable energy sources is a necessity for survival, not only of the environment but also of mankind. That is why the promotion of energy efficiency is important for society in whole. We can now claim that we have young people who are aware of this“.

Approximately 20,000 people visited the various events, and about 10 TV members of the media followed the Festival and reported on it in their regular and special programs. Also, numerous press editions in many daily papers followed the Festival, as did internet websites. The EE Festival was also presented in interviews with 3E by the following TV stations: TVSA, FTV, BHT1, Face TV, TV1, with the material shown in the peak hour daily news reports.